

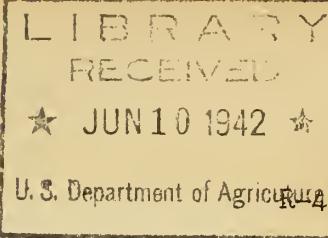
## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



1.946  
C762

Reserve



CONSUMER TIME

NETWORK: NBC

DATE: June 6, 1942

ORIGINATION: WRC

TIME: 12:15-12:30 AM-EWT

Produced by Consumers' Counsel Division of the Department of Agriculture,  
and presented in cooperation with United States Government  
agencies working for consumers.

0000000

1. SOUND: CASH REGISTER . . RINGS TWICE . . CLOSE DRAWER

2. NANCY: That's your money buying food.

3. SOUND: CASH REGISTER

4. JOHN: That's your money paying for a home.

5. SOUND: CASH REGISTER

6. NANCY: That's your money buying clothes . . .

7. JOHN: Buying you a living in wartime.

8. SOUND: CASH REGISTER . . CLOSE DRAWER



9. MONTGOMERY: This is Don Montgomery - Consumers' Counsel in the Department of Agriculture at Washington.

Each Saturday at this hour we broadcast CONSUMER TIME because you've asked us for facts. You want to know how to spend your money wisely - how to make it work for war - and how to buy the health and strength and courage we need for victory.

You ask us for facts. You have a right to. And we're glad to give you what we have. So here are the latest ones - the consumer news of the week - from our reporter, Johnny Flynn ---

10. JOHN: The war orders straight from Washington .....



11. JOHN: And that's the latest war news affecting you, your pocketbooks, and your family living.

12. FREYMAN: Well, thanks, Johnny, for telling us. Now let's see if I got all those points . . . .

13. JOHN: You score a hundred on that one, Mrs. Freyman. If all our CONSUMER TIME listeners are as good listeners as you ---

14. FREYMAN: Well, I'll tell you what we consumers would like to hear about . . . How we're going to get places this summer - and for the duration. Are we going to be able to buy tires - or aren't we? And how about gas? And what's this I hear about the Government rationing travel?

15. JOHN: Hey - wait! This whole problem of transportation is too big ---

16. FREYMAN: Well, can't you give it to me in easy doses?

17. JOHN: Maybe so - if we take one thing at a time. say, planes first, and then automobiles ---

18. FREYMAN: (WITH EXAGGERATED HAUTEUR) Well, if I were planning to take a trip by plane ---

19. JOHN: All right - just suppose you are ---



20. FREYMAN: Wish I could!

21. JOHN: Well, let's pretend you're trying to get a reservation on a plane - and I'll pretend I'M the man at the airlines offic .

22. FREYMAN: Okay. What shall I do - (TURNING OFF) just walk up ---?

23. JOHN: No - you'd probably phone... Wait - I'll tell you! Let's have some sound effects to make this seem more real.

24. FREYMAN: Sound effects?

25. JOHN: Yes - Fred our sound man, has quite a collection of gadgets to make noise - over there in that corner. (CALLING OFF) Fred - have you got a telephone bell there somewhere?

26. FRED: (CFF) How's this, Johnny?

27. SOUND: PHONE RINGS, OFF.

28. JOHN: Swell. Now wait till I get the engineer ---

29. FREYMAN: Which man is the engineer?

30. JOHN: That one over there - twirling the dials. He controls the wires from our microphones. I can talk to him through this one . . . (CLOSE TO MIKE) Bill - could you plug in a filter mike for Mrs. Freyman? You know - so it sounds as if she's talking on a telephone?



31. VOICE: (ON TALK BACK) Okay . . . (ON HEAVY FILTER) This all right?

32. JOHN: A little less filter.

33. VOICE: (LIGHTER FILTER) Check. One two - one two three four . . . woof!

34. JOHN: That's perfect. Now, Fred - ready with that bell . . . Okay ---!

35. SOUND: (ON CUE) PHONE RINGS. PHONE LIFTED FROM CRADLE.

36. JOHN: (SLIGHTLY IDSGUISED) Coastal Airlines.

37. FREYMAN: (ON FILTER) Hello? I'd like to make a reservation ---

38. JOHN: Sorry, madam ---

39. FREYMAN: But I must get to New York - this afternoon!

40. JOHN: Everything's filled, madam.

41. FREYMAN: Well, why don't you people put on more planes?

42. JOHN: We're taking off planes these days, madam. We've cut our Washington - New York Service from twenty-one trips a day down to eight.

43. FREYMAN: My goodness! Why?

44. JOHN: Because the army's taken over half of our planes. Some cities have had to cut out air service altogether.



45. FREYMAN: Oh . . Well, how about your eight trips to New York?  
Couldn't I get a place on one of those?

46. JOHN: Afraid not, ma'am.

47. FREYMAN: Not even if I called up ahead?

48. JOHN: Not unless you're traveling on war business and  
have to get there in a hurry. And even then, you  
might be put off the plane at the last minute -  
if somebody with a priority needed your seat.

49. FREYMAN: What do you mean - "with a priority"?

50. JOHN: Well, you see, madam - first choice of seats on  
planes must go to people from the White House  
traveling on Presidential business. Second choice  
goes to Ferry Command pilots. Then next - members  
of the armed forces, on military business. Fourth  
choice - to cargo needed for war. And last -  
civilians traveling on war business.

51. FREYMAN: But what about the rest of us?

52. JOHN: Sorry, madam. Guess you'll have to go back to  
traveling the way you used to - before there were  
any airplanes.

53. FREYMAN: (VAGUELY) Well, thanks, anyhow ---

54. JOHN: You're welcome, madam. Goodbye -



55. SOUND: PHONE REPLACED ON CRADLE.

56. FREYMAN: (ON CAST MIKE) Well, Johnny ---!

57. JOHN: What you going to do?

58. FREYMAN: Guess I'll have to go by train.

59. JOHN: Okay - this time I'll be the station agent. (CALLING OFF) Let's have some station effects, Fred. Got recording of a train?

60. FRED: (OFF) Here she comes ---

61. SOUND: TRAIN OFF, APPROACHING, CHUGGING TO A STOP.

62. FREYMAN: Say, I'd better hurry!

63. JOHN: (AS STATION AGENT) Where to, ma'am?

64. FREYMAN: New York - and make it quick!

65. JOHN: You may have to stand up. Pretty big crowd goin'.

66. FREYMAN: I don't care - just so I catch the four o'clock.

67. JOHN: You'll never make that train, ma'am. She leaves in one minute.

68. FREYMAN: Oh, dear! If you'd only have some more Redcaps around here ---

69. JOHN: Huh! We're lucky even to have any trains. Some parts o' the country, they're cuttin' 'em off.



70. SOUND: TRAIN STARTING UP, OFF MIKE.

71. FREYMAN: Oh ----! (TURNING OFF) There it goes!

72. JOHN: Here - want your ticket?

73. FREYMAN: (COMING ON MIKE, FRENZIED) No, I - I don't know  
what I want!

74. JOHN: Better sit down an' wait for the next train, ma'am.  
Only an hour!

75. FREYMAN: An hour!

76. JOHN: You ought to live out west, where my wife's brother  
does. He's only getting train service every other  
day now.

77. FREYMAN: Every other day!

78. JOHN: Yup. Might's well get used to it, ma'am. He're  
all gonna have to do without so much high-speed  
service - an' fancy lounge cars an' such before the  
war's over.

79. FREYMAN: Well, I don't have to get used to it yet ---

80. JOHN: (TURNING OFF) Hey - ma'am - aren't you gonna wait?

81. FREYMAN: No, I am not! I'm going to New York now - if I have  
to go by bus!



82. SOUND: TRAIN, OFF, WHISTLES AWAY, FADE IN SOUND OF BUS  
MOTORS AND HORMS. HELD DOWN, OFF. ON MIKE - CROWD  
OF PEOPLE.

83. JOHN: (AS CALLER, SOUTHERN, ON ECHO) Bus leaving on track two for Baltimore - Wilmington, Philadelphia, Newark - New York!

84. FREYMAN: (FADING IN) Please - can you tell me where I'd get a ticket for that bus?

85. JOHN: (AMUSED) For that bus, lady? I guess you'll have to stick up one o' the folks that's climbin' on it.

86. FREYMAN: (IMPATIENTLY) Please - I'm in a hurry.

87. JOHN: Don't do no good to be in a hurry these days - not with this whole mob o' people ahead o' you.

88. FREYMAN: What's the matter - aren't there enough buses?

89. JOHN: Reckon not. Next month, you know, all four o' the lines runnin' between Washington an' New York are gonna pool their buses.

90. FREYMAN: Pool their buses! What do you mean?

91. JOHN: They're gonna cut out duplicate runs - except between here an' Baltimore, where we've got peak loads. An' they're gonna cut out one-day excursions too - where they aren't needed.



92. FREYMAN: Why? Whay good will that do?

93. JOHN: The Government Office of Defense Transportation  
figgers it'll cut out a quarter o' the bus mileage  
between here an' New York. It'll save about five  
thousand miles a day.

94. FREYMAN: But will it take the people where they want to go?

95. JOHN: Reckon so. There jest won't be so many vacant seats  
on buses.

96. FREYMAN: Vacant seats! With this mob?

97. JOHN: Still there's seats wasted - with four different bus  
lines runnin' in the same direction.

98. FREYMAN: But suppose I bought a round-trip ticket on your  
line - and when I wanted to come back, the only  
bus I could get was on one of those other lines ---?

99. JOHN: Okay - use your ticket on that line.

100. FREYMAN: They'd take it?

101. JOHN: They will - after next month, when this pooling idea  
gets goin'. That's the idea - all the bus lines  
workin' together like one company to give the best  
possible service an' cut down waste mileage.

102. FREYMAN: And you call this good service - all these people  
standing around ---?



103. JOHN: Oh, it ain't like this every day./ This crowd is jest on account o' the weekend - folks all wantin' to get somewheres else - 'stead o' where they are. You know, that's a funny thing about the human race. Never content to stay where they are. Like on movin' day. All pack up their belongin's an' change about to each other's houses. Don't make sense.

104. FREYMAN: No, I don't suppose it does, but still I've got to ---

105. JOHN: (FADING) Where you goin', lady?

106. FREYMAN: To New York - even if I have to hitch-hike!

107. SOUND: FADE IN STREET TRAFFIC. HORN SOUNDS, NEAR, THEN CAR SKIDS TO A STOP.

108. JOHN: (FADING IN. HIMSELF) Hey, why don't you look where you're ---? )THEN, SURPRISED) Mrs. Freyman ---!

109. FREYMAN: Johnny Flynn! Is that your car?

110. JOHN: Yeah - where you think you're going?

111. FREYMAN: New York.

112. JOHN: Hop in.

113. SOUND: C.R DOOR SHUTS. C.R STARTS AHEAD.

114. FREYMAN: You driving to New York?



115. JOHN: On my ration of three gallons of gas? What do you think I am - a magician?

116. FREYMAN: But you told me to hop in.

117. JOHN: Yeah - 'cause I want to talk to you.

118. FREYMAN: But I wanted to go to New York.

119. JOHN: Why?

120. FREYMAN: Why - I don't know . . . To buy some new clothes.

121. JOHN: Aren't there clothes enough in Washington?

122. FREYMAN: Well, sure - but there are so many people buying them. And besides - I can see some plays in New York.

123. JOHN: You can see some plays right here - if that's what you want. And you can listen to some of the biggest stars in the world over your radio.

124. FREYMAN: But I have friends in New York.

125. JOHN: How about us - here in Washington?

126. FREYMAN: (LAUGHING) All right - all right! You win. Guess I don't want to go to New York after all. . . .

127. JOHN: (CALLING OFF) Okay, Fred - you can turn off the car effect. Mrs. Freyman's decided to stay home.

128. SOUND: CAR UP AND STOP.

129. FREYMAN: Well, Johnny, that was quite a ride!



130. JOHN:           Lucky for me it was only pretend, or I'd have used up some of the precious mileage on my tires.

131. FREYMAN:       Especially there where you stopped so short ---

132. JOHN:           That was your fault.

133. FREYMAN:       My fault ---!

134. JOHN:           Never, never stop out in front of a car. You're not only risking your own life. You're risking the driver's tires.

135. FREYMAN:       LAUGHS.

136. JOHN:           I'm not kidding. This tire problem is too darn serious.

137. FREYMAN:       Just how serious is it, Johnny?

138. JOHN:           It's so serious that the Government's talking about rationing gasoline all over the country - to save tires.

139. FREYMAN:       Not because gas is short?

140. JOHN:           In some spots, but more because rubber's short. It's one of the worst material shortages we face.

141. FREYMAN:       But what about synthetic rubber? I've read that they're making some - out of garbage, or dandelions or something ---



142. JOHN: They're hoping to make synthetic rubber out of a lot of things. But before they make much synthetic rubber, they'll have to build huge new factories. Then it'll take more time to get those going full steam, and even then they won't turn out as much rubber as civilians ordinarily use.

143. FREYMAN: But you don't mean that we won't be able to get any ---?

144. JOHN: I'm not making any promises, and neither can anybody else. Right now every speck of new rubber - must go to the armed forces, and for essential civilian use.

145. FREYMAN: What do you mean by "essential civilian use"?

146. JOHN: Things like medical supplies - and tires for the doctor's cars - and for ambulances and buses---

147. FREYMAN: What about the rest of us?

148. JOHN: Guess we're out of luck --- as far ahead as we can see.

149. FREYMAN: But suppose one of our tires should wear out? Will we just have to put the car in the garage?

150. JOHN: And let the three good tires go to waste? That wouldn't help the rubber shortage much, would it? We ought either to sell those good tires to somebody who really needs them - or try to get a second-hand one or retread job ourselves.



151. FREYMAN: But my goodness, Johnny! I didn't think it would come to this. I thought that by the time these tires wear out, we'd be able to get some kind of substitute ---

152. JOHN: Don't count on it. It's time we got wise to the situation - before your tires do wear out.

153. FREYMAN: Well - is there anything we can do about it?

154. JOHN: You bet there is. There's five things we can do - a five-point program we must follow unless we want to find our cars in the garage - and ourselves behind the eight ball.

155. FREYMAN: What are these five points, Johnny?

156. JOHN: First - stop driving your car except when necessary. Make it last.

157. FREYMAN: You mean - don't drive to New York unless I have to.

158. JOHN: No, I mean don't drive even to the movies. In fact, it's a good idea - each time you think about getting into your car - to stop and ask yourself, "Now, do I have to drive, or wouldn't I rather save this bit of rubber to take me some place else some other time?"

159. FREYMAN: But if we drive slowly and carefully ---

160. JOHN: Right - that'll help. And that's the second point. If you must drive - don't go over forty miles an hour.



161. FREYMAN: Forty miles an hour - that's the limit.

162. JOHN: And remember to keep your tires pumped up to the right pressure - and change from one wheel to the other now and then, to even up the wear.

163. FREYMAN: Third point - keep tires pumped up, and change them from wheel to wheel.

164. JOHN: Fourth point - every time you drive your car - to work, to school, to do the shopping - be sure it's giving the utmost service for the precious rubber it's using up.

165. FREYMAN: You mean - have the car filled with people?

166. JOHN: Right. Team up with your friends and neighbors - anybody who lives near you or along the route - and is going your way.

167. FREYMAN: Then - the next time - one of them can drive his car and take me along ---

168. JOHN: That's it. And every time they do, you're making your own car last just that much longer.

169. FREYMAN: Well, we've done some of that sort of thing in our neighborhood, but I see where we're going to have to do a whole lot more of it - if the tire problem's really so serious.

170. JOHN: It really is. You can't get around that.



171. FREYMAN: Well, what's the fifth point in the plan to make them last?

172. JOHN: Just remember that rubber is precious - that deliberate waste of it helps the enemy. Remember that what happens to your car happens to the nation.

173. FREYMAN: I don't see that, Johnny. Seems to me that what happens to my car is my lookout. If the tires wear out and it goes in the garage, I'm the one that gets left.

174. JOHN: You and the rest of the U.S.A.

175. FREYMAN: Why? How?

176. JOHN: Well, suppose we call on our Consumers' Counsel to explain it. He always sees things in their broader view. Mr. Montgomery - what about this?

177. MONTGOMERY: (COMING ON MIKE) You're right - about the car. You see, Mrs. Freyman - your car isn't just your car - as it would be if you were living all alone on an island. Here in the United States it's a vital part of our whole transportation system.

178. FREYMAN: I still don't see it.

179. MONTGOMERY: Well, suppose your car did go in the garage. That means you and your husband would have to use public means of transportation - doesn't it? Buses and trolley cars.



180. FREYMAN: I suppose so.

181. MONTGOMERY: Well, they are already overcrowded. And also - to save power and materials - they're all having to cut down their service to a minimum. And that in turn throws a greater strain onto the railroads.

182. FREYMAN: Wait - I don't quite follow you.

183. MONTGOMERY: Well, you know that during the past twenty years or so more and more freight and passengers have been carried by cars and trucks and buses ---

184. FREYMAN: Yes---

185. MONTGOMERY: Well, now - with the tire shortage - both passengers and freight are falling back on the railroads, which are already facing the biggest job they've ever handled.

186. FREYMAN: You mean -carrying war materials and troops ---

187. MONTGOMERY: And all the gas and oil for the eastern states - now that it can't go around safely by sea. And the railroads are carrying all the mountains of food for us and our soldiers and our allies ---

188. FREYMAN: I never thought of that.



189. MONTGOMERY: We don't any of us think of it till the things brought home to us. But now we've got to think of it - every time we drive our cars. If we're just out joy riding - or running along with three or four empty places - we're deliberately wasting rubber, and helping to jam up American transportation. We can't any of us tell just what the situation will be a year or two years from now - the future's so very uncertain. But one thing is certain -- the more rubber we save now the better we'll be able to face that future.

190. FREYMAN: No trips - by car or train or anything else - unless we absolutely have to go.

191. MONTGOMERY: Right.

192. FREYMAN: Does that mean vacations are out for the duration?

193. MONTGOMERY: Can't you spend your vacation somewhere around home?

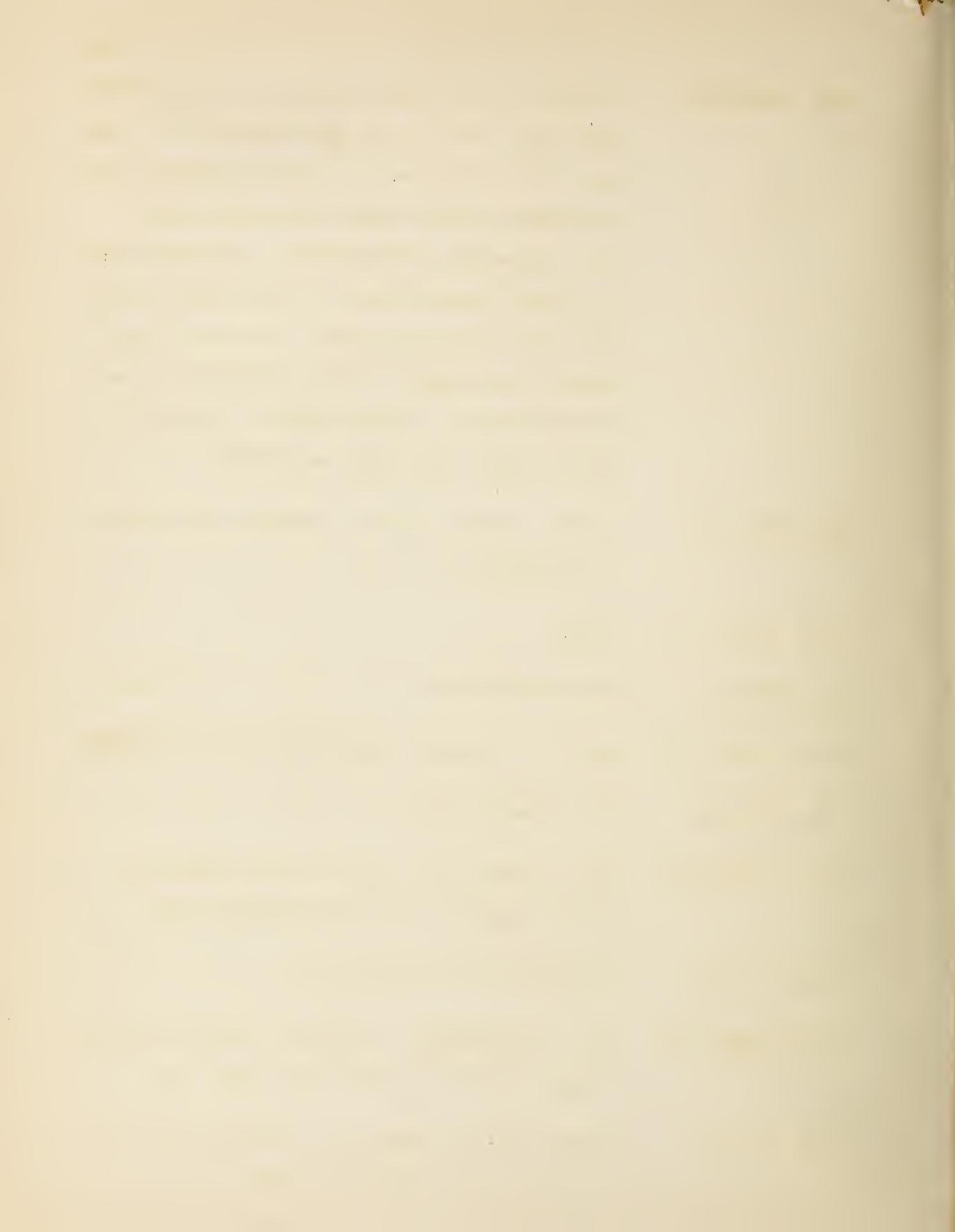
194. FREYMAN: Yes - I suppose so . . .

195. MONTGOMERY: It's not going to be easy - rationing ourselves. But it's one way we can all help win the war.

196. FREYMAN: Well, I'll do the best I can ---

197. MONTGOMERY: If we all honestly do our best, we can keep ourselves rolling and that's something we've got to do.

198. FREYMAN: Well, th nks for giving us th straight facts, Mr. Montgomery - even though they hurt.



199; MONTGOMERY: We always try to give them straight and now what would you like to hear about next week?

200. FREYMAN: Well, how about some tips on canning - now that fruits and berries are coming on the market?

201. MONTGOMERY: All right ---

202. FREYMAN: We'd like to know whether we'll be able to get all the jars and things we'll need - and how we can stretch our sugar over as many jars as possible.

203. MONTGOMERY: Then we'll have those facts ready for you next week - plus any other bits of information about canning that we think you might be able to use.

204. FREYMAN: Oh, that's grand, Mr. Montgomery.

205. ANNOUNCER: So - listen in next week for more valuable facts from your Consumers' Counsel in the Department of Agriculture, presented in cooperation with Government agencies working for consumers.

Heard on today's program were Ken Banghart, John Flynn, Evelyn Freyman, Fred , and Consumers' Counsel Donald Montgomery.

CONSUMER TIME is a public service of NBC and has come to you from Washington.

This is the National Broadcasting Company.

